

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (currently amended) A method for ordering of merchandise over a communication network among a plurality of merchandise providers from a plurality of order terminals, each of said order terminals being associated with a one of a plurality of business entities and having a pre-established business relationship with at least one of said plurality of merchandise providers, comprising:
 - maintaining information with respect to business relationships between said merchandise providers and said plurality of business entities;
 - providing an offering at one or more of said plurality of order terminals based on said pre-established business relationships associated with said one or more of said order terminals.
2. (original) The method according to claim 1 wherein the offering provides a subset of merchandise providers from said plurality of merchandise providers.
3. (original) The method according to claim 2 wherein said subset comprises two or more merchandise providers.
4. (original) The method according to claim 1 wherein said offering is displayed in a presentation format that is also based on said business relationship.
5. (original) The method according to claim 1 wherein said order terminal comprises one of the following:
 - an automated teller machine
 - a catalog kiosk
 - a personal computer
 - a wireless device.

6. (original) The method according to claim 1 wherein said plurality of business entities comprises one or more of the following:

- a retail store
- a manufacturer of a wireless device
- an automatic teller machine owner.

7. (original) The method according to claim 1 wherein at least one of said order terminals is located in a retail catalog store.

8. (original) The method according to claim 1 wherein said business relationships include friendly, neutral, and hostile relationships.

9. (original) The method according to claim 1 wherein said business relationships are maintained in a directory by a service manager.

10. (currently amended) A system for facilitating ordering of merchandise over a communication network by a user among a plurality of merchandise providers from a plurality of order terminals, each of said order terminals being associated with a one of a plurality of business entities and having a pre-established business relationship with at least one of said plurality of merchandise providers, comprising:

a control system for maintaining information with respect to business relationships between said merchandise providers and said plurality of business entities, said control system having a communication device for communicating with said plurality of order terminals over said communication network, said order terminal being used by said user displaying an offering based on said pre-established business relationships associated with said order terminal.

11. (original) The system according to claim 10 wherein the offering provides a subset of merchandise providers from said plurality of merchandise providers.

12. (original) The system according to claim 11 wherein said subset comprises two or more merchandise providers.

13 ~~14~~. (currently amended) The system according to claim 10 wherein said offering is displayed in a presentation format that is also based on said business relationship.

14 ~~15~~. (currently amended) The system according to claim 10 wherein said order terminal being used by said user comprises one of the following:

- an automated teller machine
- a catalog kiosk
- a personal computer
- a wireless device.

15 ~~16~~. (currently amended) The system according to claim 10 wherein said plurality of business entities comprises one or more of the following:

- a retail store
- a manufacturer of a wireless device
- an automatic teller machine owner.

16 ~~17~~. (currently amended) The system according to claim 10 wherein at least one of said order terminals is located in a retail catalog store.

17 ~~18~~. (currently amended) The system according to claim 10 wherein said business relationships include friendly, neutral, and hostile relationships.

18 ~~19~~. (currently amended) The system according to claim 10 wherein said business relationships are maintained in a directory by a service manager.

19 ~~20~~. (currently amended) A computer storage product storing a computer program having instructions for implementing the method of claim 1.